

In the Claims

1. (Previously Presented) A processor-readable medium comprising processor-executable instructions for processing a PDF (portable document format) document to produce a PPML (personalized print markup language) template, the processor-executable instructions comprising instructions for:

opening the PDF document;

converting a PDF element within the PDF document into a variable object;

selecting a macro containing rules governing operation of the variable object; and

configuring the PPML template to include a definition of the variable object, the macro and a version of the PDF document, wherein the version of the PDF document is configured as a background element within the PPML template.

2. (Original) A processor-readable medium as recited in claim 1, wherein converting the PDF element within the PDF document into the variable object comprises further instructions for:

providing a tool for operation by a user; and

responding to operations of the tool which result in a selection of a portion of the PDF document to be associated with the variable object.

3. (Original) A processor-readable medium as recited in claim 2, wherein the selection of the portion of the PDF document comprises further instructions for:

selecting a graphical image within the PDF document.

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2 4. (Original) A processor-readable medium as recited in claim 2,
3 wherein the selection of the portion of the PDF document comprises further
4 instructions for:

5 selecting text within the PDF document.
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7 5. (Original) A processor-readable medium as recited in claim 2,
8 wherein responding to operation of the tool comprises further instructions for:

9 providing the user with a first set of properties for graphical objects and a
10 second set of properties for text objects;

11 allowing the user to adjust the properties; and

12 governing conversion of the PDF element within the PDF document into
13 the variable object according to the properties.
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15 6. (Previously Presented) A processor-readable medium as recited in
16 claim 1, wherein selecting the macro comprises further instructions for:

17 configuring the macro as an XML (Extensible Markup Language) file
18 containing macros described by an XSL (Extensible Style Language) schema.
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20 7. (Previously Presented) A processor-readable medium as recited in
21 claim 1, wherein selecting the macro comprises further instructions for:

22 configuring an external XSLT (Extensible Markup Language Template)
23 macro file to contain the rules governing the operation of the variable object.
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1 8. (Previously Presented) A processor-readable medium as recited in
2 claim 1, wherein selecting a macro comprises further instructions for configuring
3 the macro file to:

- 4 regulate text scaling within the variable object;
- 5 regulate text wrapping within the variable object;
- 6 regulate image scaling within the variable object; or
- 7 regulate image cropping within the variable object.

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9 9. (Original) A processor-readable medium as recited in claim 1,
10 comprising further instructions for:

- 11 modifying the PDF document to include marking elements to link the
- 12 variable object with the macro.

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14 10. (Original) A processor-readable medium as recited in claim 1,
15 comprising further instructions for:

- 16 referencing the PDF document as a background PPML asset from within
 - 17 the PPML template;
 - 18 listing, within the PPML template, fonts required within the PPML
 - 19 template;
 - 20 configuring the PPML template to include at least one macro; and
 - 21 defining the variable object as REUSABLE within the PPML template to
 - 22 allow reuse of the variable object when references indicating such use appear.
- 23
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11. (Original) A processor-readable medium as recited in claim 1, comprising further instructions for:

saving the PPML template as an optimized tree-structure; and

using a PPML to PDF converter to produce an optimized PDF document from the PPML template wherein subsequent instances of a PDF object will be substituted with references to an initial instance of the PDF object.

12. (Original) A processor-readable medium as recited in claim 1, comprising further instructions for:

presenting a user with a choice between .pplm and .ppmlt as an extension for addition to a file name; and

saving a PPML document resulting from the PDF document under the file name with the extension.

13. (Withdrawn) A processor-readable medium comprising processor-executable instructions for processing an initial PDF (portable document format) document to produce a PPML (personalized print markup language) template, the processor-executable instructions comprising instructions for:

marking a copy of the initial PDF document to indicate variable objects, thereby forming a marked PDF document;

forming the PPML template to include the variable objects and to include at least portions of the initial PDF document as a background; and

configuring macros to govern use of the variable objects.

1 14. (Withdrawn) A processor-readable medium as recited in claim 13,
2 wherein marking the copy of the initial PDF document comprises further
3 instructions for:

4 selecting text or an image, with a selection tool, to form the variable object;
5 moving the variable object within the PDF document with a movement
6 tool; and
7 resizing the variable object with a resizing tool.

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9 15. (Withdrawn) A processor-readable medium as recited in claim 13,
10 comprising further instructions for:

11 importing the macros from external files to govern operation of the variable
12 objects, wherein the macros are defined using XSLT (Extensible Markup
13 Language Template) rules.

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15 16. (Withdrawn) A processor-readable medium as recited in claim 15,
16 wherein importing the macros comprises further instructions for:

17 regulating text scaling within the variable objects;
18 regulating text wrapping within the variable objects;
19 regulating image scaling within the variable objects; or
20 regulating image cropping within the variable objects.

17. (Withdrawn) A computer system, comprising:
a variable object creation tool to select objects within a PDF (portable document format) document for designation as variable objects within a PPML (personalized print markup language) template;
a macro selection tool to allow a user to select rules governing use of the variable objects; and
a PPML template generator to assemble the variable objects within the PPML template and to configure at least portions of the PDF document as a background within the PPML template and to assemble the selected rules as a macro.

18. (Withdrawn) The system of claim 17, wherein the variable object creation tool is configured to select text within the PDF document.

19. (Withdrawn) The system of claim 17, wherein the variable object creation tool is configured to select a graphical image within the PDF document.

20. (Withdrawn) The system of claim 17, additionally comprising:
a user interface configured to provide the user with a first set of properties wherein the selected objects include graphical objects and a second set of properties wherein the selected objects includes text objects, to allow the user to adjust the first and second sets properties, which are configured to govern operation of the variable objects within the PPML template.

1 21. (Withdrawn) The system of claim 20, wherein the first and second
2 set of properties include:

- 3 regulating text scaling within the variable objects;
- 4 regulating text wrapping within the variable objects;
- 5 regulating image scaling within the variable objects; or
- 6 regulating image cropping within the variable objects.

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8 22. (Withdrawn) The system of claim 17, wherein the macro is
9 configured as an XSLT file.

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11 23. (Withdrawn) The system of claim 17, wherein the macro is
12 configured as an XML (Extensible Markup Language) file containing macros
13 described by an XSL (Extensible Markup Language) schema.

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15 24. (Withdrawn) The system of claim 17, comprising:
16 a PPML to PDF converter to produce an optimized PDF document from a
17 PPML document derived from the PPML template wherein subsequent instances
18 of a PDF object will be substituted with references to an initial instance of the
19 PDF object.

1 25. (Previously Presented) A computer system, comprising:
2 means for opening a PDF (portable document format) document;
3 means for converting a PDF object within the PDF document into a
4 variable object;
5 means for generating a macro to contain rules governing use of the variable
6 object; and
7 means for configuring a PPML (personalized print markup language)
8 template to include the variable object, the macro and at least portions of the PDF
9 document, wherein the at least portions of the PDF document is configured as a
10 background within the PPML template.

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12 26. (Original) The system as recited in claim 25, wherein the means for
13 converting the PDF object within the PDF document into the variable object
14 comprises:

15 a variable object creation tool configured for operation by a user, wherein
16 operation of the variable object creation tool allows the user to select the PDF
17 object.

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19 27. (Original) The system as recited in claim 26, wherein the variable
20 object creation tool is configured for selecting a graphical image within the PDF
21 document.

1 28. (Original) The system as recited in claim 26, wherein the variable
2 object creation tool is configured for selecting text within the PDF document.

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4 29. (Original) The system as recited in claim 26, wherein the variable
5 object creation tool comprises:

6 a graphical user interface to provide the user with a first set of properties
7 for graphical objects and a second set of properties for text objects;

8 wherein the graphical user interface allows the user to adjust the properties;
9 and

10 wherein the graphical user interface governs conversion of the PDF object
11 within the PDF document into the variable object according to the properties.

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13 30. (Previously Presented) The system as recited in claim 25, wherein
14 the means for generating the macro configures the macro as an XML (Extensible
15 Markup Language) file containing macros described by an XSL (Extensible Style
16 Language) schema.

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18 31. (Previously Presented) The system as recited in claim 25, wherein
19 the means for generating the macro configures an external XSLT (Extensible Style
20 Language Template) macro file to contain the rules governing the use of the
21 variable object.

1 32. (Original) The system as recited in claim 25, wherein the means for
2 generating the macro to contain rules governing use of the variable object creates
3 rules comprising:

- 4 rules for regulating text scaling within the variable object;
- 5 rules for regulating text wrapping within the variable object;
- 6 rules for regulating image scaling within the variable object; and
- 7 rules for regulating image cropping within the variable object.

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9 33. (Original) The system as recited in claim 25, additionally
10 comprising:

- 11 means for modifying the PDF document to include marking objects to link
- 12 the variable object with the macro.

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14 34. (Original) The system as recited in claim 25, further comprising:
15 means for referencing the PDF document as a background PPML asset
16 from within the PPML template;

17 means for listing, within the PPML template, fonts required within the
18 PPML template;

19 means for configuring the template to include at least one macro file used
20 by the template; and

21 means for defining the variable object as REUSABLE within the PPML
22 document to allow reuse of the variable object when references indicating such use
23 appear.

1 35. (Original) The system as recited in claim 25, additionally
2 comprising:

3 means for saving the PPML template as an optimized tree-structure; and

4 means for producing an optimized PDF document from the PPML
5 document wherein subsequent instances of a PDF object will be substituted with
6 references to an initial instance of the PDF object.

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8 36. (Withdrawn) A method for processing a PDF (portable document
9 format) document for transmission to a printer accepting PPML (personalized
10 print markup language) print jobs, comprising:

11 marking a PDF object within the PDF document and converting the marked
12 object into a variable object;

13 associating a macro containing operation-governing rules with the variable
14 object; and

15 configuring a PPML template to include a definition of the variable object,
16 the macro and a version of the PDF document, wherein the version of the PDF
17 document is configured as a background element within the PPML template.

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19 37. (Withdrawn) The method of claim 36, additionally comprising:

20 merging the PPML template with data, thereby creating a PPML document;
21 and

22 printing the PPML document using a digital press.
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1 38. (Withdrawn) The method of claim 36, additionally comprising:
2 providing a tool for operation by a user; and
3 responding to operations of the tool which result in a selection of a portion
4 of the PDF document to be associated with the variable object.

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6 39. (Withdrawn) A processor-readable medium comprising processor-
7 executable instructions for:

8 processing a PDF document to produce a PPML document, wherein the
9 processing comprises instructions for:

10 converting a PDF element within the PDF document into a variable
11 object;

12 generating a macro to contain rules governing operation of the
13 variable object; and

14 configuring the PPML document to include the variable object, the
15 macro and the PDF document, wherein the PDF document is configured as a
16 background within the PPML document; and

17 checking accuracy of the PPML document by producing a PDF document
18 from the PPML document.

1 40. (Withdrawn) The processor-readable medium of claim 39, wherein
2 checking accuracy comprises instructions for:
3 parsing structures within the PPML document;
4 generating a PDF document tree; and
5 interpreting the parsed structures from the PPML document onto locations
6 on the PDF document tree.

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8 41. (Withdrawn) The processor-readable medium of claim 39,
9 additionally comprising instructions for:
10 configuring a PDF document according to the PDF document tree; and
11 printing the PDF document.
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